

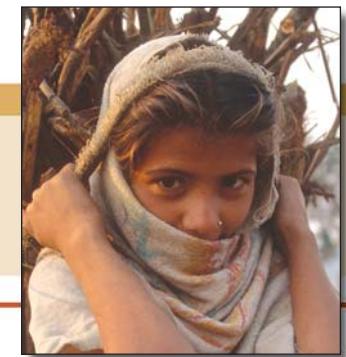


focus

JULY/AUGUST 2008 • VOLUME 30, NUMBER 4

FEATURE

Living in Harmony
with Nature **P4**



WORLDWILDLIFE.ORG

MEMBER NEWS

Catch the Wave

WWF Launches
Marine Campaign

A healthy planet depends on healthy oceans—from coral reef communities that sustain thousands of species to coastal waters that feed millions. But our oceans and the lives they sustain are jeopardized by the combined stresses of overfishing,

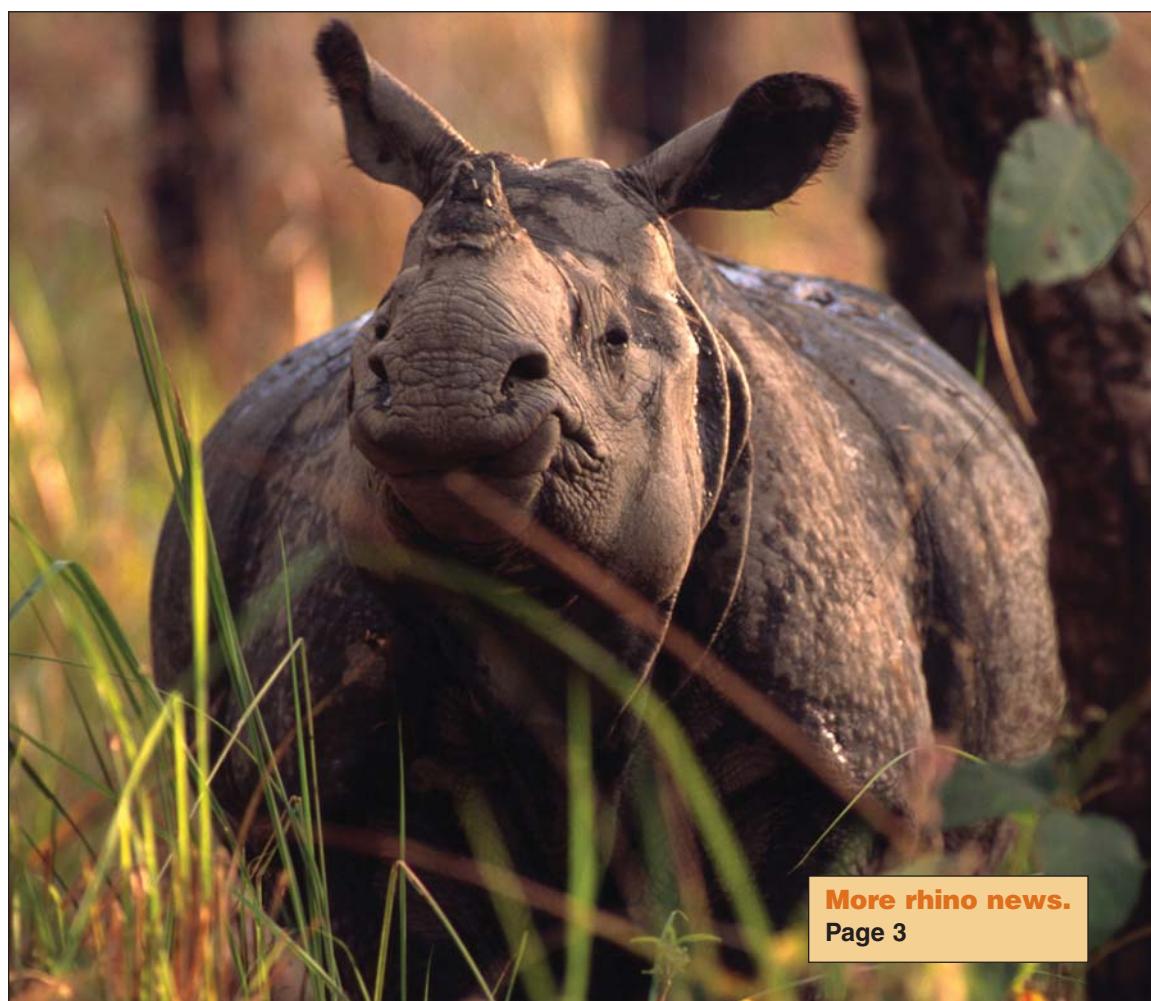
wildlife trade, pollution and climate change. From the cold waters of the Bering Sea to the reefs of the

Coral Triangle, WWF is working to reverse these alarming global trends and protect the world's most extraordinary places of ocean diversity.

Visit wwfwaveforward.org to learn about WWF's Wave Forward marine campaign, an interactive site where you can talk with WWF marine experts, learn how to shop for sustainable seafood, download lesson plans, play interactive fish games, share your favorite marine photos—and much more!



A Promising Future for Rhinos in Nepal's Chitwan Park



**More rhino news.
Page 3**

© WWF-Canon/Michel Gunther

WHERE DID THEY GO?

Poaching Decimates Rhinos in Nepal's Bardia Park

As Operation Unicornis clamped down in Chitwan, Bardia National Park became a vulnerable target for poaching. Conservationists found only 22 rhinos during a spring survey, nine fewer than a year ago. A survey is needed in India to confirm if a few rhinos migrated from Bardia to Katarniaghata Wildlife Sanctuary in India through the Kahata forest corridor.

"It still won't add up because WWF helped translocate 83 rhinos from Chitwan to Bardia between 1996 and 2003," says Shubash Lohani, senior program officer in WWF's Eastern Himalayas program. "We should have found over 200 rhinos in Bardia and this enormous gap is almost certainly the result of rampant poaching."

There are incentives for local communities to protect rhinos: They receive 50 percent of park revenues.

WWF is expanding the successful Operation Unicornis to Bardia National Park, which continues to be a hot spot for poaching.

WWF hopes to expand Operation Unicornis to Bardia this year. "Rooting out poaching in Bardia is not going to be easy," Lohani says. "But WWF is committed to making Operation Unicornis as successful in Bardia as it was in Chitwan."

Operation Unicornis a Success, But Threats Remain

Operation Unicornis, an intensive campaign led by WWF and our partners, has resulted in an increase in numbers for critically endangered one-horned rhinos in Nepal's famed Chitwan National Park. Thanks to concentrated protection efforts, massive community mobilization and risky undercover investigations, the rhino population in Chitwan has grown to over 408, up from 372 in 2005.

Poaching in Chitwan had increased dramatically since the late 1990s. At the peak of the Maoist armed conflict in 2002, 38 rhinos were poached in and around Chitwan.

Unfortunately, the return of peace did not bring an end to violence against rhinos: 13 rhinos were killed in 2005 and another 20 were lost in 2006, all to meet a voracious demand for rhino horn.

"We knew in 2006 that we had to change our game plan and pull out all the stops to halt poaching if we were going to save the rhinos in Chitwan," says Tom Dillon, WWF's senior vice president for field programs, who writes about Operation Unicornis in WWF's *Spring Report 08*.

Taking action, WWF first studied the location and timing of poaching incidents in 2005 and 2006 and found that most of the poaching occurred at the edges of the park and in the buffer zones and national forests beyond the edges—

CONTINUED ON PAGE 7 ►

U.S. Interior Lists Polar Bears as Endangered

Confirms Bears in Peril from Climate Change

After months of delay, in May the U.S. Interior Department listed the polar bear as threatened under the Endangered Species Act. Warming temperatures are causing Arctic sea ice to melt earlier and form later, threatening the bear's survival.

More than 16,000 WWF supporters spoke out for the polar bear during the comment period

on the listing. "The decision is a victory not only for the polar bear, but for sound science," says Margaret Williams, managing director of WWF's Bering Sea program. "The survival of the polar bear is inextricably tied to its Arctic sea ice habitat, which is melting more rapidly than at any other time on record."

The U.S. Fish and Wildlife Service recommended in September 2006 that the

Interior Department list polar bears as threatened under the ESA. The department was legally required to issue a formal decision on the listing by January 9, 2008, but failed to do so. In April, a U.S. District Court ordered Interior to issue a formal decision by May 15.

CONTINUED ON PAGE 6 ►

Over 16,000 WWF activists spoke out in support of listing the polar bear under the Endangered Species Act.



© Steven Morello

IN THIS ISSUE:

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TAKE ACTION**Wild Cats and Dogs Need Your Help**

A bill to protect lions, jaguars, cheetahs, leopards, African wild dogs, Ethiopian wolves and other imperiled wild cats and canids has gained momentum in Congress, but needs more support to get enacted into law. Modeled on highly successful conservation programs for elephants, rhinos, tigers, great apes, sea turtles and neotropical migratory birds, the Great Cats and Rare Canids Act (H.R. 1464/S. 1033) would establish programs to protect more of the world's most endangered and iconic species.

Thousands of WWF activists have spoken out in support of this measure over the past two years, with great results. Eighty-eight representatives and four senators have joined as cosponsors. A House subcommittee held a hearing on the bill last fall, at which Dr. Eric Dinerstein, WWF's chief scientist, testified. The House Natural Resources Committee passed the bill in April.

Wild cats and canids may be fierce and powerful, but they



Two young Ethiopian wolves

are also extremely vulnerable. They need your help to overcome the serious threats they face from illegal hunting, habitat loss, disease, and many other factors. At current rates of loss, many of the world's species of wild cats could become extinct in the next 25 years. Wild canines are declining just as quickly.

To take action, go to WWF's Conservation Action Network at www.worldwildlife.org/action.

WORLDWILDLIFE.ORG**Track WWF's Work Around the Globe**

WWF's new interactive map highlights our projects around the globe.

WWF's new website, which launched in April, features an interactive map that gives viewers quick and easy access to our conservation work and results around the globe.

By clicking on the interactive globe at the top of each page, you can view WWF's network presence, marine priority places, terrestrial and freshwater priority places, and climate adaptation projects. Drill down into each project place for an overview of WWF's in-the-field work, and see images of the place, the species, and the people living and working to achieve conservation goals around the world. www.worldwildlife.org

**President's Message****Empowering People to Become Stewards of Nature**

© Sam Kitter

“ ...we succeed only when we have empowered local communities to care for their own natural resources...”

With Namibia's dramatic red rock plains and mountains as our backdrop, I met Lena Florry, a gregarious woman who grew up herding goats and rose through the ranks to become the first woman in Namibia to manage a tourist tent lodge—no small accomplishment for a poor, rural Namibian woman.

For more than a decade she has managed Damaraland Camp, which is part of the Torra Conservancy, one of the first community wildlife conservancies of its kind. Since the early 1990s, WWF has partnered with the government of Namibia to help villages throughout the country organize conservancies, empowering them to manage wildlife and other natural resources to generate income and employment for the local community.

As we sat around a campfire under the starry Namibian sky, Lena and other local leaders of the Torra Conservancy shared stories of having money for the first time to build community resource centers for the elderly, make physical improvements to the local school and enhance health care services. All of this is a result of improved governance and management practices that are enabling communities to make money while being good stewards of the environment. Once wildlife became valuable and poaching was no longer socially acceptable, populations of lions, cheetahs, black rhinos, zebras and other native species began climbing in number.

In the great majority of places in which we work, people live in or near vast, biologically rich areas that are open to outside interests to exploit. Such expanses of intact habitat infer value that is fundamental to the livelihood and well-being not only of local communities, but also of humanity at large. Unfragmented forests help mitigate the effects of global warming. Healthy coral reefs serve as nurseries for commercial fish. Intact river systems provide sources of energy and drinking water.

Whether in Namibia, Nepal's Terai Arc, Peru's Amazon or the Arctic, our best work delivers not only measurable conservation results for the species we care about, but also measurable benefits for the people who live there. Indeed, we succeed only when we have empowered local communities to care for their own natural resources, which pays dividends for future generations and the health of the planet itself.

Listening to Lena talk about how the conservancy has changed her life, and that of her community, inspired all of us who sat around the campfire that night. It brought to life the value of healthy, intact landscapes in the lives of the people who live on—and from—the land.



Carter S. Roberts



© WWF/Jan Versteeghe

focus

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species SPOTLIGHT**Greater One-Horned Rhinoceros
(*Rhinoceros unicornis*)**

Greater one-horned, or Indian, rhinos have a single black horn and their grey-brown skin has folds that give them an armor-plated appearance. Populations have declined dramatically since the beginning of the 20th century as a result of poaching and encroaching human populations. Today, the rhinos live mainly in a few small parks in India and in Nepal's Chitwan and Bardia national parks.

In Nepal, where populations were severely affected by the Maoist insurgency and now face a surge in poaching activity, WWF is supporting critical antipoaching efforts to ensure rhinos remain in Nepal's parks. We are also working with local communities to enable them to benefit economically from the presence of rhinos (see page 1).

Habitat: Bhutan, Nepal and India

Diet: Grass, leaves, fruit and branches

Threats: Poaching and human encroachment

Interesting Fact: They have poor vision and cannot see a non-moving animal 100 feet away.

Help save the rhinos and other threatened species and their habitats!

Visit [worldwildlife.org/adopt](http://www.worldwildlife.org/adopt) to symbolically adopt a rhino. Your donation will be used in general support of WWF's conservation efforts around the world.



© WWF-Carsten Schaefer

conservation NEWS

CLOSE-UP: RHINOS



A Decade of Success for African Rhinos

Black, White Rhino Populations Increasing

Ten years after starting WWF's African Rhino program, our conservation investments are paying off: there are 14,500 white rhinos and nearly 4,000 of the far more endangered black rhinos.

Africa's savannas once teemed with more than 1 million white and black rhinos, but relentless hunting by European settlers caused populations and distributions to quickly decline.

In 1997, there were 8,466 white rhinos and 2,599 black rhinos remaining in the wild. Today, most of Africa's black rhinos are found in South Africa, Namibia, Kenya and Zimbabwe, where populations are increasing thanks to effective security monitoring, better biological management, wildlife-based tourism and extensive assistance that enables communities to benefit from wildlife.

To celebrate a decade of successful rhino conservation, WWF honored seven "rhino

champions" at Pongola Game Reserve in KwaZulu Natal. Among the honorees recognized for their tireless dedication to rhino conservation were Dr. Jacques Flammand, project leader WWF/Ezemvelo KZN Wildlife Black Rhino Range Expansion Project, and Taye Teferi, conservation director of World Wildlife Fund's East Africa Regional Program.

Thanks to successful conservation efforts, today there are 14,500 white rhinos in Africa, up from 8,466 a decade ago.

WWF Relocates Indian Rhinos to a Better Future

Launches Ambitious Project to Increase Rhino Population

Two critically endangered male Asian rhinos were moved in April to northeast India's Manas National Park, a former battleground in a protracted insurgent war. The event marked the launch of an ambitious conservation project to build a viable population of 3,000 rhinos distributed over 7 protected areas by 2020.

Local residents celebrated the translocation, which was organized by WWF-India and the government of the State of Assam. A decade ago, they saw the rhinos disappear during a 20-year period of civil unrest that destroyed

infrastructure in Manas and allowed poachers free rein.

The rhinos are being moved from nearby Pobitora Wildlife Sanctuary, where 80 rhinos live in less than 7 square miles. Pobitora has the world's highest density of rhinos thanks to antipoaching legislation and active community engagement. Conservationists hope the translocation will reduce pressure in Pobitora for food and space, and reduce the number of incidences of rhinos straying into nearby villages.

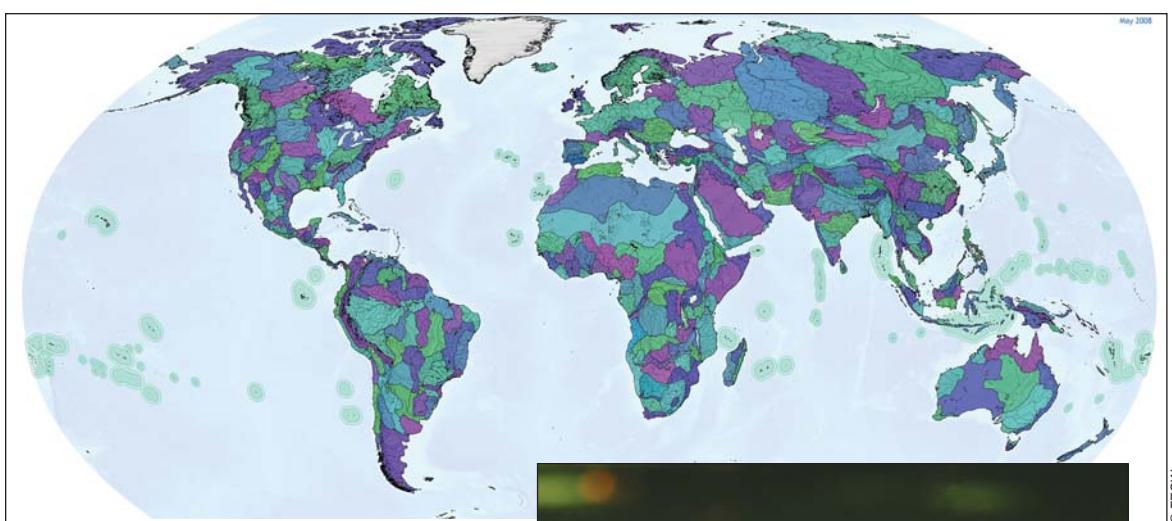
Prior to the translocation, significant steps were taken to improve the infrastructure of Manas National Park, which is a Project Tiger site and a UNESCO-designated World Heritage site.



SCIENCE UPDATE

Scientists Map Earth's Freshwater Biodiversity

Create First Comprehensive Map and Database



WWF and The Nature Conservancy brought together 200 leading freshwater scientists to create a comprehensive map and database of the planet's freshwater ecoregions—426 in total. Freshwater Ecoregions of the World (FEOW)—feow.org—is a culmination of 10 years of work mapping patterns of global freshwater biodiversity.

Freshwater ecosystems occupy only 0.8 percent of the Earth's surface, but harbor nearly 6 percent of all known species. Yet, freshwater species and habitats are among the world's most endangered. Covering all freshwater habitats on the planet, the interactive maps on feow.org will be useful for underpinning global and regional priority-setting efforts, serving as a framework for broad-scale conservation planning, and providing a global-scale knowledge base for increasing freshwater literacy.



Freshwater ecosystems, which harbor nearly 6 percent of the world's known species, are among the world's most endangered.

Did the Sultan Save the Pygmy Elephant?

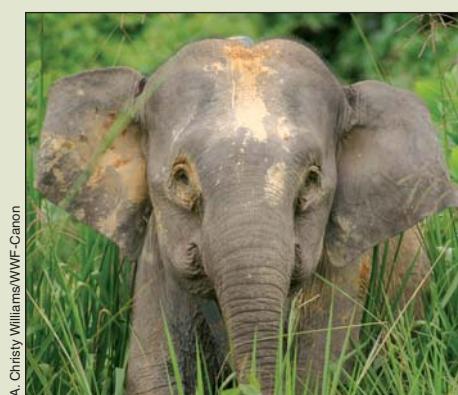
Article Suggests It Descends from Java

The Borneo pygmy elephant may be a descendant of the Javan elephant, accidentally saved from extinction by the Sultan of Sulu centuries ago. New research coauthored by WWF and published in April supports a long-held local belief that the elephants were brought to Borneo centuries ago by the Sultan of Sulu and abandoned in the jungle. Javan elephants became extinct sometime in the period after Europeans arrived in Southeast Asia.

"It's exciting to consider that the forest-dwelling Borneo elephants may be the last vestiges of a subspecies that went extinct on its native Java Island in Indonesia centuries ago," says Shim Phyau Soon, a retired Malaysian forester whose ideas on the origins of the elephants partly inspired the current research.

If the Borneo pygmy elephants are from Java, an island more than 800 miles south of their current range, they could represent the first known elephant translocation in history that has survived to modern times. As such, they could provide scientists with critical data from a centuries-long experiment. The elephants' possible origins in Java make their conservation even more of a priority.

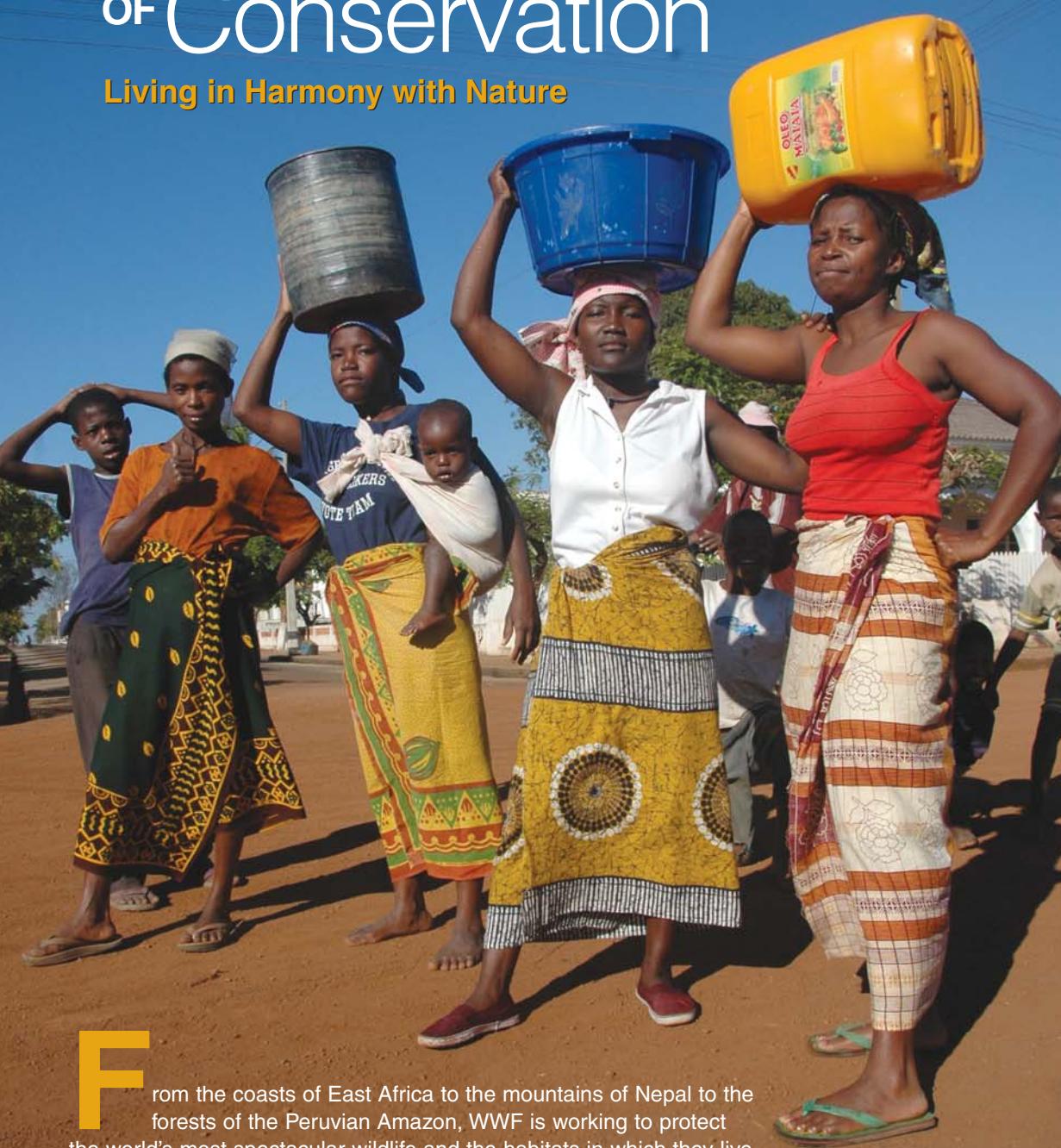
"If they came from Java, this fascinating story demonstrates the value of efforts to save even small populations of certain species, often thought to be doomed," says Dr. Christy Williams, coordinator of WWF's Asian elephant and rhino program.



New research suggests pygmy elephants were brought to Borneo centuries ago by the Sultan of Sulu and abandoned in the jungle.

THE Human Face of Conservation

Living in Harmony with Nature



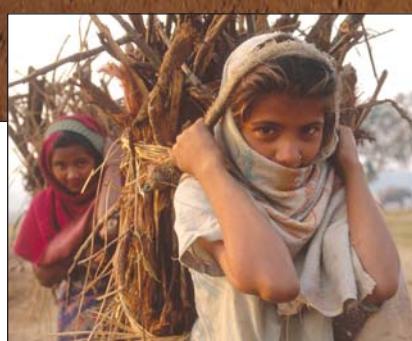
From the coasts of East Africa to the mountains of Nepal to the forests of the Peruvian Amazon, WWF is working to protect the world's most spectacular wildlife and the habitats in which they live.

These intact ecosystems also hold great value to people, from sustaining clean water, to sequestering carbon, to supporting local economies and putting food on the table. "The health of our planet is inextricably linked to the health of people," explains Judy Oglethorpe, director of WWF's Community Conservation program. "Healthy, intact forests, for example, act as sponges, helping to reduce flooding and maintain clean water supplies."

But while local communities and indigenous peoples have always been nature's most important stewards, today they face growing challenges, including outside competition for land and resources, conflict with wildlife and a growing human population. And in many developing countries, they often lack economic opportunities and have limited access to social services.

For decades, WWF has understood that the only way conservation works is to take into account the needs of both nature and people. "Successful conservation depends on collaboration with the people who live in the places in which we work, in keeping with their rights and interests," says Jenny Springer, director for WWF's Livelihoods and Governance program. "By taking their needs into account, we build a foundation for the larger conservation effort."

Our efforts to weave local people into our conservation work are paying off. "When we sit down with community members," Oglethorpe explains, "they tell us how their lives have changed—how they're able to take care of their families, get out of poverty and make important decisions about their environment. It's incredibly inspiring and we will continue to expand our projects."



In Nepal, where deforestation is a major issue, WWF is helping local communities cut firewood use through biogas and fuel-efficient stoves, which greatly reduce women's work. Cattle prevent regeneration of forests, so communities are taking cattle out of the forests and keeping a smaller number near their homes where they provide milk, improving children's nutrition and boosting family income through milk sales. And regenerating forests provide many environmental services including income from natural resources and protection against landslides.

CONSERVATION LEADS TO FOOD SECURITY

In Mozambique, Healthy Fish Stocks Mean Healthier Children

In Coastal East Africa, where mangroves were dying and industrial trawlers were over-fishing and destroying the sea grass beds, the local fishermen who depend on fish stocks for their livelihoods were unable to bring home enough catch to feed their own families.

Working with local communities and the government of Mozambique, WWF helped to establish Quirimbas National Park—the largest marine

protected area in the Indian Ocean. We supported local fishermen in setting aside "fish replenishment zones"—fish no-take zones in critical areas of the park where fishing is banned—and fish populations expanded rapidly. Fishermen have seen dramatic increases in the size of individual fish and in their overall catch outside these zones—and in their earnings. The bloated bellies of malnourished young children are disappearing.

WWF partnered with the Mozambican and U.S. governments to respond to rising conflicts between local communities and illegal industrial fishing vessels over declining fish stocks. We helped improve enforcement in marine protected areas, aided by patrol boats donated from India, France and South Africa. With financing from the U.S. Embassy, the boats were overhauled and equipped. The patrolling helps prevent illegal fishing and reduce conflict. The result: improved management of fisheries is increasing food security for local people and contributing to lasting peace.



LEARN MORE about WWF's community conservation projects—and how you can support them! worldwildlife.org/communities

INDIGENOUS PEOPLES: NATURAL CONSERVATIONISTS

Working to Sustain Nature, Cultures and Livelihoods

Indigenous peoples often live in the biologically richest—and most threatened—places on Earth.

In the Peruvian Amazon, overfishing by commercial fishermen in Lake Rimachi in the Pasataza River led to declines in fish populations, affecting the Candomoshi indigenous communities who depend mainly on fisheries for their livelihoods. WWF partnered with representatives of 28 Candomoshi communities to provide funding, training and assistance to implement an indigenous fisheries management plan, reducing overfishing and promoting healthy fish populations for sustainable local use. WWF is also supporting efforts to improve livelihoods in the communities by linking them directly to markets to sell their fish, so that they avoid middlemen and take home more of the income earned from fish sales. WWF is using this project as a model of innovative aquatic resource regulation by indigenous communities in other areas of the Peruvian Amazon.



WWF was the first international conservation organization to create a policy guiding our work that recognizes the rights of indigenous peoples.

REDUCING POPULATION PRESSURE

Providing Access to Family Planning and Health Care

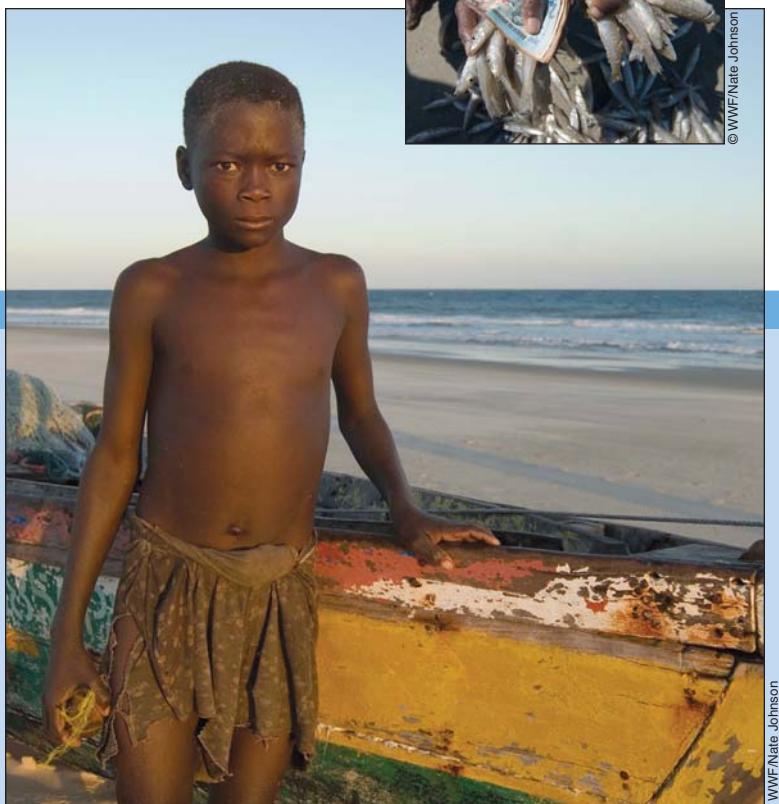
WWF is partnering with health organizations, USAID and Johnson & Johnson to reduce population pressures on nature, including bringing family planning and basic health services to some of the most remote, underserved, insecure and traditional communities in the world. "It's really difficult for women living in remote regions to have access to modern family planning and basic health care," says WWF's Cara Honzak, senior program officer for Population, Health and Environment.

"Before the projects started, many women had to travel overnight to the nearest health center, which is often expensive, dangerous or impossible because of childcare."



In Nepal, WWF and our partners helped to establish a health clinic and trained community volunteers as family planning peer educators, commodity distributors and first-aid responders.

In the Khata corridor of Nepal's Terai Arc Landscape, which sits below the foothills of the Himalayas, WWF is working with local communities to improve access to family planning, enabling couples to choose the timing and size of their families. This improves the health and welfare of women and children, gives children better educational opportunities and slows pressure on forests from an expanding population.



©WWF/Nate Johnson

HIV/AIDS in Africa

Destroying Lives, Impacting Biodiversity

The HIV/AIDS epidemic is ravaging Africa, destroying lives and devastating families and communities. It's also impacting the continent's biodiversity, affecting both conservation capacity and the use of natural resources. "If a family's main breadwinner is stricken

with the disease, they need to find an alternative livelihood, which many times means selling firewood or going fishing," WWF's Oglethorpe explains. "Many people are also using medicinal plants to treat the side effects of AIDS. This growing market means that more

people are harvesting, often not knowing how to do this sustainably, and the plants are disappearing in many areas."

In Namibia, which has one of the highest rates of HIV in the world, WWF belongs to an association which is raising awareness about HIV/AIDS and promoting prevention, testing, treatment and care for local communities in some of the most remote and underserved parts of the country. The HIV/AIDS program works through the communal conservancy structures to get HIV/AIDS messages to people in ways that they understand, and provide support to AIDS-affected people from revenues generated through natural resource use.

In Namibia, community theater is an effective way to communicate HIV/AIDS awareness and prevention messages along with natural resource management education.



© WWF/Judy Oglethorpe

CREATING INCENTIVES TO CONSERVE

Empowering Communities to Manage Their Natural Resources

During decades of colonial rule and apartheid, the people of Namibia received limited benefits from wildlife and had little incentive to conserve it. Widespread poaching and habitat loss pushed wildlife populations to historic lows.

But since achieving independence in 1990, Namibia has become a model for community-based natural resource management thanks to the national Communal Conservancies program, which has received extensive support from WWF's LIFE Project (Living in a Finite Environment), with funding from USAID. With support from WWF and other partners, villages across Namibia are organizing conservancies to sustainably manage their resources. Proceeds from activities like ecotourism and closely regulated sport hunting are going back to the communities as wages and investments in health care and schooling.

Communities now value the wildlife and are setting aside large tracts of land for wildlife management. As a result, poaching is no longer socially acceptable and populations of lion, cheetah, black rhino, zebra and other native species are

Over the last 15 years, the WWF-supported LIFE Project has helped Namibian partner organizations form 50 communal conservancies with many more in development. In most conservancies, women hold the highly coveted position of treasurer, which raises their status within their communities.

being restored. Lives are improving, too, thanks to more than \$5.5 million in annual income the conservancies generate for the communities.

"These programs work because they give people benefits and incentives to protect wildlife," explains Chris Weaver, WWF's field director for the LIFE program in Namibia. "When communities can earn as much—or more—by conserving wild land as they can by burning and planting it, potential conflicts can be turned into win-win solutions for both people and wildlife."



© WWF/John E. Newby

ADAPTING TO A CHANGING CLIMATE

Helping Communities Build Resilience

People around the world are experiencing impacts from climate change, but those living in the developing world are particularly vulnerable. In Fiji, where fishing, tourism and agriculture dominate the economy, WWF is working with local communities, the government of Fiji and other NGOs to raise awareness about climate change and support communities to build resilience. This includes protecting coral reefs from pollution and overfishing to give them the best chance of adapting to climate change, and training community members in monitoring techniques to track the extent of coral bleaching. Communities are restoring mangroves for storm surge protection, and establishing alternative water sources when previous sources become saline.



Creating a Brighter Future

WWF's Education Program Empowers Girls



© WWF/Nate Johnson

Beyond East Africa, WWF has provided education to girls in the Eastern Himalayas, Madagascar's Spiny Forest and the Philippines' Turtle Islands.

sity with a basic education and the knowledge needed to become active stewards of natural resources.

Today, Zahra Shahib's village near Kenya's Kiunga Marine National Reserve was ambushed by Somali bandits, forcing her family to move to a nearby island with few resources. It was there, however, that Zahra excelled in school. But her parents couldn't afford to send her on to secondary school. Thanks to WWF's Girls Education Program, Zahra was able to continue her education and become an environmental ambassador for the marine reserve, receiving hands-on experience on turtle, coral and mangrove conservation.

WWF launched the Girls' Education Program in 1997 to provide girls from poor families living in areas of high biodiver-



Zahra Shahib © WWF



© WWF-Caron/Helena Teukamranta

In Cameroon and Nepal, WWF is working with local communities to improve water supplies and sanitation. New latrines are being built in many needy households to reduce disease. In Nepal, latrines power biogas stoves in the kitchen, reducing chest infections from smoke in women and children.



© WWF-Caron/Cat Holloway

World Turns Out Lights for WWF's Earth Hour

Over 26 Cities on Seven Continents Participate



© John Storey

Some of the country's most well-known structures (and websites!) went dark on March 29:

- Golden Gate Bridge
- Coca-Cola billboard in Times Square
- US Airways Arena in Phoenix
- Empire State Building
- CNN Center in Atlanta
- Sears Tower
- Alcatraz
- Google's homepage

The Golden Gate bridge before (above) and during Earth Hour (right).



© John Storey

Amundsen-Scott South Pole Station in Antarctica. In the United States, more than 100 cities got involved, including Denver, Miami, Honolulu and Dallas.

"The true power of Earth Hour can be seen in the tremendous opportunity for individuals, governments, businesses and communities around the world to unite for a common purpose, against a common threat which affects us all," says Carter Roberts, WWF's president and CEO. "The simple action of turning off lights can inspire people around the world into taking action and making a serious long-term commitment to living more sustainable lives."

National Geographic Channel Honors WWF

WWF Receives 'Preserve Our Planet' Award

National Geographic Channel (NGC) presented WWF with a "Preserve Our Planet" award for its efforts to preserve the diversity and abundance of life on Earth and the health of ecological systems.

WWF was one of four organizations honored during an event in April at National Geographic Society's headquarters in Washington, D.C. NGC was the U.S. media partner for Earth Hour and participated by darkening its headquarters. Visit preserveourplanet.com to learn more.



© Howard Buffett

WWF, Aquarium Team Up to Protect Gulf of California

Debut Exhibit, Film at Aquarium of the Pacific

The Gulf of California, which lies between Mexico's mainland and the Baja Peninsula, is home to one-third of the world's marine mammal species, including the humpback whale.

director of WWF's Gulf of California program. "Human actions are threatening the gulf, and it is now at a tipping point. Through our partnership with the Aquarium we hope to inspire its 1.4 million annual visitors and others to get involved in protecting this gem before it is too late."

The Gulf of California lies between Mexico's mainland and the Baja California Peninsula. It is home to one-third of the world's marine mammal species, over 170 seabird species, and over 900 fish species. It is also home to animals found nowhere else in the world, including the world's smallest cetacean, a critically endangered animal called the vaquita, and the endangered totoaba fish.

"After looking for a partner for an in-the-field conservation project for more than five years, the Aquarium was pleased to find one that we expect will have an enormous positive impact, both for the ecosystem and the local people who depend on it," says Jerry Schubel, Aquarium of the Pacific president and CEO.

Thirty-six million Americans and millions of others around the world turned off their lights for one hour on March 29 in an unprecedented global event to raise awareness about the need to take action on climate change. From Sydney's Opera House to Rome's Coliseum to Bangkok's Wat Arun Buddhist temple, the world's most iconic landmarks were darkened.

People in over 35 countries participated in Earth Hour, as did residents of some of Earth's most remote places, like the

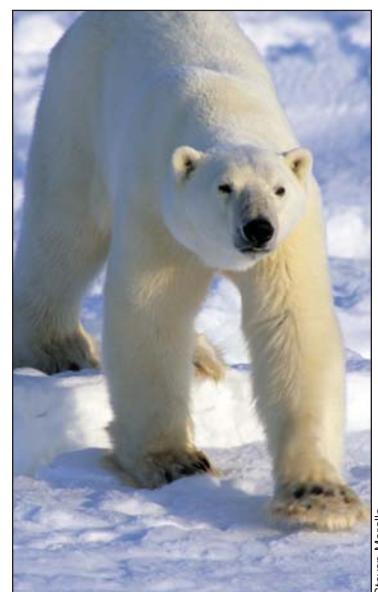
marketing PARTNERSHIPS

Pure & Natural

The Henkel Corporation has launched a new line of Pure & Natural personal care products which are biodegradable and include recycled and recyclable packaging. The Henkel Corporation makes an annual donation of at least \$100,000 per year to WWF from the sale of its Pure & Natural product line, which is available at major retailers nationwide. (www.pure-natural.com)



Management Service (MMS), which is under the jurisdiction of the Interior Department, auctioned off nearly 30 million acres of prime wildlife habitat in Alaska's Chukchi Sea for oil and gas exploration. WWF is part of a coalition of Alaska Native and conservation



© Steven Morello

The listing will provide legal protections for the bears.

groups that filed suit in federal district court challenging the lease sale in Chukchi, a priority area for WWF and home to one of the country's two polar bear populations.

"We should be taking every action possible to reduce stresses on polar bears," says York, "and we believe that oil and gas activities pose formidable risks to the Arctic sea ice ecosystem and the polar bears that inhabit it."

Despite an outpouring of public opposition—including 22,000 WWF activists—in February the Minerals

Students Collect Pennies for the Earth



© Crestview Preparatory Elementary School

On Earth Day, April 22, students at Crestview Preparatory Elementary School in La Canada, Calif., presented WWF's Britta Justesen with \$1,900, which they raised for WWF during their "Pennies for Earth" coin drive. Every Monday morning throughout the 11-week fundraising campaign, a student volunteer in each classroom presented a 2-minute educational tip about climate change. Students learned about the importance of planting trees, recycling, and turning off appliances such as televisions and computers when they are not being used.

Rhinos in Nepal

Continued from page 1

areas where security was particularly weak.

A team led by Anil Manandhar, head of WWF-Nepal, spurred the government and community members to join them in rhino protection efforts. A critical component of the campaign was an increase in public attention to the plight of the rhinos.

"Intense media attention really helped Operation Unicornis," says Shubash Lohani, senior program officer in WWF's Eastern Himalayas program. "Rhino poaching became front-page news and spurred action from the national level to the grassroots."

The Ministry of Forests and Soil Conservation remobilized the Armed Forest Guards who had disarmed during the political unrest, and we supported increased patrolling along with expanding the number of security posts from 8 to 20. Young community members also formed community-based antipoaching operations. They patrolled the forests and guarded rhinos at night.

"Being on antipoaching patrol is dangerous work," Lohani says. "Poachers usually have

guns, but antipoaching patrol members are unarmed, or at most they carry a sturdy stick."

There are incentives for local communities to protect the rhinos: They receive 50 percent of park revenues, and tourism will flourish if there's a healthy rhino population.

While it is clear Operation Unicornis is yielding good results, poaching remains a threat in Chitwan. "Illegal trade has deep roots and our work is not done yet," Lohani says. "We need to expand and scale up our antipoaching work in the Eastern Himalayas and we need all the help we can get to ensure that the magnificent rhino survives."



© WWF-Canon/Jeff Foot

WWF TRAVEL

UPCOMING ADVENTURES!

Namibia

The highly adaptable savanna elephants of Namibia are among Earth's largest land animals. They wander the varied landscapes, along with lions, cheetahs, black rhinos, zebras and others. This tour hits several of the country's distinct geographical zones, including the misty Skeleton Coast and the rugged dunes of Sossusvlei.

November 6–22, 2008



Ute von Ludwiger

New Zealand: The Last Great Paradise aboard the Clipper Odyssey

Isolated from Australia and other landmasses by the swells of the Tasman Sea and Pacific Ocean, many species have evolved on New Zealand, making it the prime place to see yellow-eyed penguins and other intriguing wildlife. This 16-day tour combines such nature outings with explorations of the Maori culture.

January 24–February 8, 2009



Hiroshi Namada

Tanzania: Ultimate Serengeti Safari

The pace of this safari provides ample time to observe wildlife—ideal in a country with one of the highest concentrations of animals in the world. Highlights include visits to the Ngorongoro Conservation Area and Serengeti National Park. Stay in comfortable tented camps and lodges that are ideally situated for wildlife viewing.

February 6–18, 2009



Joe McDaniel/Chris Dawson

The Galápagos aboard The Letty

Home to an array of wildlife—including basking sea lions—the Galápagos Islands offers an immersion in nature that feels primeval. Cruise among the islands' prolific wildlife aboard an intimate, 10-cabin vessel and make stops to sunbathe with iguanas, kayak among dolphins and walk with giant tortoises.

Multiple departures year-round



© Emily Supernavage

ALSO COMING!

- Belize Barrier Reef: Jewel of the Caribbean aboard *Le Levant*January 4–11, 2009
- Copper Canyon and the Sea of Cortez aboard the *Sea Bird*January 5–13, 2009
- Baja California: Among the Great Whales aboard the *Sea Bird*January 24–31, 2009
- Patagonia by Land and Sea featuring the *Via Australis*February 8–23, 2009

With WWF, you'll journey to the world's top spots to see spectacular wildlife in its natural environment. You will travel with small groups of like-minded people who share your interest in wildlife and the environment. By traveling with us, you are supporting WWF's conservation work around the globe. So, join us on the adventure of a lifetime!

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Help WWF Protect Our Marine Environment



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Overfishing, poor coastal development and climate change are just a few of the threats impacting our marine environment. WWF is working to conserve the world's most important places—including marine habitats—and protect endangered species with solutions that enhance the livelihoods of local people who are dependent on natural resources.

By joining WWF's Wildlife Rescue Team, you can support our marine conservation work and other projects that protect endangered spaces and address global threats. Call 1-800-960-0993 or visit worldwildlife.org/join to learn more.

Create Your Own Panda Website



Create your own personalized page on WWF's website and take an active role in raising funds to help support WWF's conservation work. Panda Pages are a great way to mark a special occasion (like a birthday), honor a loved one or simply high-

light your passion for protecting endangered species.

www.worldwildlife.org/pandapages

GREEN TIP

Lights Out! Safely Dispose of Your Light Bulbs



Swapping out standard light bulbs for energy-efficient compact fluorescent bulbs (CFL) is a smart and easy way to reduce energy use at home and prevent emissions that contribute to climate change. But because CFLs contain a small amount of mercury, an essential component that helps make them energy efficient, it's important to recycle them. The good news? According to the EPA, almost all of the components of CFL and fluorescent bulbs—from the metal end caps to the glass tubes to the mercury and phosphor powder—can be separated and reused.

Visit epa.gov or Earth911.org to find light bulb collection and recycling programs in your area.

Your plan...
their future.

© WWF-Canon/Martin Harvey

Make the long-term conservation of nature part of your plan by including World Wildlife Fund in your will or trust.

We recommend this language:

"I give _____ (specific amount or property, percentage or residue) to World Wildlife Fund, Inc., ("WWF") having its principal offices at 1250 24th Street, NW, Washington, DC, 20037, for its general purposes to save life on Earth."

For our free booklet, *Giving Through Your Will*, please call toll-free or email

1-888-993-9455
legacygifts@wwfus.org

For membership inquiries, please call 1-800-CALL-WWF.

THE HUMAN RACE⁺ 10K 08.31.08



Run for WWF and support our efforts to fight global warming

On August 31, Nike is hosting the Nike+ Human Race, a 10-kilometer race in 25 cities worldwide. You can participate in the United States in four cities—Austin, Texas, Chicago, Ill., Los Angeles, Calif., and New York, N.Y.—or you can run where you live.

Aligning with three global charities—including WWF—Nike is using the Human Race to allow participants to run for a global cause: poverty, health or climate change.

Nike has committed a minimum donation of \$500,000 to WWF to highlight our efforts to reduce the

impacts of climate change. And, Nike will donate an additional amount to WWF depending on your participation in its "Vote with Your Feet" initiative at nikeplus.com.

HERE'S HOW IT'S DONE:

- ✓ Go online to www.nikeplus.com and register for the Nike+ Human Race
- ✓ Designate WWF as the recipient of your pledge to run
- ✓ Decide where you'd like to run on August 31—in one of the 4 U.S. cities or in your hometown
- ✓ Track your practice miles and "Vote with Your Feet" online at www.nikeplus.com

*As participants train and run the Nike+ Human Race, mileage tracked at nikeplus.com and at city races will count towards "Vote with Your Feet" and increase the potential donation WWF can receive from this program.

focus

JULY/AUGUST 2008 • VOLUME 30, NUMBER 4



CONSERVATION'S
Human Face



Tanzanian child

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